

Message Text

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ACTION AF-08

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FM AMEMBASSY DAKAR

TO SECSTATE WASHDC NIACT IMMEDIATE 6521

UNCLAS DAKAR 5821

FOR SMITH AND KILLION, STATE AF/W, FOR MILLER AND HAHN,
COMMERCE/OIM/BIC

E.O. 11652: N/A

TAGS: BEXP, SG

SUBJECT: DAKAR INTERNATIONAL FAIR

REF: A) DAKAR 5718, B) DAKAR 5800

1. SUMMARY. REFTELS SUMMARIZE ACTION TAKEN TO DATE TO
ENLIST PARTICIPATION OF LOCAL AMERICAN BUSINESS COMMUNITY,
ANALYZE RELUCTANCE OR WILLINGNESS TO PARTICIPATE, AND UNDERLINE
NEED FOR CONTINUING FULL COOPERATION OF STATE AND COMMERCE.
END SUMMARY.

2. THERE ARE 27 BUSINESSES IN SENEGAL IN WHICH U.S. FIRMS
HAVE EITHER WHOLE OR PARTIAL INTEREST OR WHICH ARE EXCLUSIVE
DISTRIBUTORS FOR U.S. BASED FIRMS. ALL THESE FIRMS HAVE BEEN
CONTACTED BY THE AMBASSADOR, CHARGE AND E/C OFFICER, MANY
REPEATEDLY, CONCERNING THE FAIR, AND MOST OF THOSE WHO CAN
PARTICIPATE ARE DOING SO.

3. BANKS, INSURANCE COMPANIES, ACCOUNTANTS, FILM DIS-
TRIBUTORS, WHETHER OF U.S., SENEGALESE OR EUROPEAN OWNERSHIP,
GENERALLY ARE NOT EXHIBITING. UNDER THESE CIRCUMSTANCES,
IT IS AWKWARD FOR U.S. FIRMS TO EXHIBIT WHILE NATIONAL FIRMS
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DO NOT.

4. THREE AMERICAN PETROLEUM COMPANIES (TEXACO, MOBIL, EXXON) WILL JOIN OTHER FUEL COMPANIES IN INDUSTRY EXHIBIT RATHER THEN EXHIBITING SEPARATELY. THIS PATTERN WAS FOLLOWED FOR PAST FAIR AND OUR EFFORTS TO CHANGE IT ARE NOT PROMISING.

5. LARGE PHOSPHATE COMPANY, WHICH IS 12 PERCENT OWNED BY IMC OF ILLINOIS WILL PARTICIPATE AS SENEGALESE COMPANY. FISHING COMPANY PARTIALLY OWNED BY STARKIST IS UNDERGOING FINANCIAL DIFFICULTIES AND STARKIST WOULD LIKE TO PULL OUT. PIPER AIRCRAFT WILL PARTICIPATE IF PIPER OF LOCKHAVEN PAYS FEE. (DEPT HAS BEEN ASKED TO FOLLOW UP WITH PIPER.

6. SOLE MANUFACTURING FIRM, MASYDA, OWNED 40 PERCENT BY MATERIALS SYSTEMS CORPORATION OF CALIFORNIA, DOES NOT IMPORT OR SELL ANY U.S.-MADE PRODUCTS.

7. THREE COMPANIES SELL CONSUMER PRODUCTS: SINGER, SEAGRAMS, COLGATE-PALMOLIVE. SINGER WILL PARTICIPATE AND HAS SIGNED CHECK. SEAGRAMS WILL PARTICIPATE BY COMPLIMENTARY DONATION OF SPIRITS, AND COLGATE-PALMOLIVE SELLS ONLY FRENCH-MANUFACTURED PRODUCTS.

8 FOUR FIRMS, HONEYWELL, BURROUGHS, IBM, NCR SELL OFFICE MACHINERY AND COMPUTERS. EXCEPT FOR NCR, THESE ARE SALES OFFICES FOR PRODUCTS MANUFACTURED IN FRANCE. NCR ACTING DIRECTOR IS SEEKING SUPPORT FROM FRENCH OFFICE FOR PARTICIPATION, ALTHOUGH DIRECTOR (ON LEAVE) IS NOT IN FAVOR. EMBASSY WILL REPORT NAME, ADDRESS AND TEL SEPTEMBER 13 FOR STATE/COMMERCE FOLLOW-THROUGH.

9 THERE ARE FOUR ENGINEERING-CONSTRUCTION CONSULTANT FIRMS: LOUIS BERGER OF NEW JERSEY, TII OF NEW YORK, LANG ENGINEERING OF HOUSTON, AND N-REN OF OHIO. TII HAS SIGNALLED ITS INDICATION TO PARTICIPATE, BUT EMBASSY UNAWARE IF COMMERCE HAS FOLLOWED UP. N-REN AND LANG INCLINED TOWARD PARTICIPATION FOR PUBLIC RELATIONS REASONS, AWAITING DECISION FROM HOME OFFICES: EMBASSY UNDERSTANDS FROM DEPT THAT THESE TWO ARE PLANNING TO PARTICIPATE? BERGER OPPOSED TO PARTICIPATION BUT WILL UNCLASSIFIED

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COME IF DIRECTED BY U.S. OFFICE. EMBASSY RECOMMENDS DEPT TELEPHONE DIRECTLY PRESIDENT LOUIS BERGER, EAST ORANGE, NEW JERSEY, TEL 201-678-1960.

10. MANY OTHER U.S. PRODUCTS ARE SOLD THROUGH LARGE EUROPEAN-BASED TRADING COMPANIES SUCH AS MANUTENTION AFRICAINE OR CFAO. IN MOST CASES, U.S. PRODUCTS WILL BE EXHIBITED ON COMPANY STAND AS TIS IS MOST ECONOMICAL. ALL THESE COMPANIES

HAVE BEEN CONTACTED AND SO FAR ONLY AMANA HAS DECIDED TO PARTICIPATE IN OUR PAVILION.

11. EMBASSY REMAINS CONVINCED THAT MAJORITY OF U.S. PARTICIPATION MUST COME FROM OUTSIDE SENEGAL, FROM COMPANIES INTERESTED IN ENTERING LARGE POTENTIAL MARKET. INVITATIONS WERE ADDRESSED TO THIS UNIVERSE OF COMPANIES WHICH COULD SELL THEIR PRODUCTS OR SERVICES HERE WITH A SOLID MARKETING EFFORT. AT SAME TIME, MAJOR EMBASSY EFFORT CONTINUES TO BE DIRECTED AS WELL TOWARD LOCAL U.S. BUSINESS COMMUNITY, AND THOSE COMPANIES WITH A RATIONALE FOR EXHIBITING ARE SUPPORTING THE FAIR.

12. DURING AUGUST 31 VISIT TO POSTS, COMMERCIAL FUNCTION INSPECTORS TERRELL ARNOLD AND ROBERT TAFT HAD EXCELLENT OPPORTUNITY OBSERVE AT FIRST HAND LOCAL FAIR RECRUITMENT SITUATION. BELIEVE THOSE TWO OFFICERS HAVE NOW RETURNED TO WASHINGTON AND CAN OFFER USEFUL ADDITIONAL FIRST-HAND OBSERVATIONS ON USG PLANNING FOR PARTICIPATION IN DAKAR FAIR.
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